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ABSTRACT

This courseware evaluation rates the Marketing: Managing the Marketing Mix program developed by Control Data Limited. (This program--not contained in this document--is designed to introduce decisions made by marketing managers during the implementation phase of marketing.) Part A describes the program in terms of subject area (marketing, decision making, promotion) and hardware requirements (IBM PC), indicates its suitability for use as a tutorial in adult and higher education, lists supporting materials (learning guide), and gives a time estimate (7 hours). Availability information includes backup policy and contact address. Part B contains the evaluation criteria in eight categories; reviewer ratings appear as yes, somewhat, no, and not applicable, with explanatory comments. Part C summarizes the evaluation. This program received ratings of yes for subject matter, technical presentation, student interaction, documentation, and work behaviors and somewhat for program interaction and student evaluation. Program strengths include good menu structure, ease of use, and variety in testing. Reviewers suggested more use of graphics, linking summary, and more hints for incorrect answers. The program is recommended for supplementary use for owner-managers and marketing managers. (SK)

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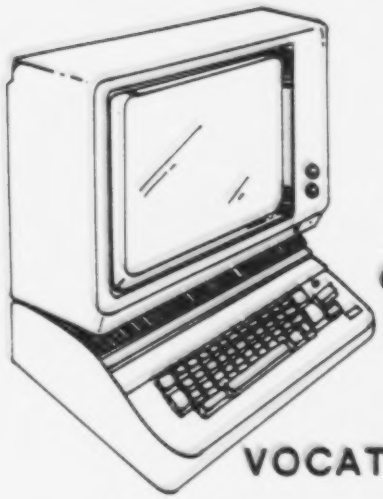

MARKETING: MANAGING THE MARKETING MIX.

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COURSEWARE EVALUATION FOR VOCATIONAL AND TECHNICAL EDUCATION

The evaluation of this courseware program was conducted by a team participating in the Courseware Evaluation Network. The Network, established in 1985, is coordinated by the National Center for Research in Vocational Education under the sponsorship of the U.S. Department of Education, Office of Vocational and Adult Education. The purpose of the Network is to identify and evaluate microcomputer courseware, and to disseminate courseware reviews for vocational and technical education.

Each Network team includes three members, at least one of which is, or recently has been, a vocational or technical teacher in the subject matter area of the courseware being evaluated. The evaluation represents a synthesis of the opinions of the team members. It is suggested that the evaluation be used as a first screening device for courseware and that the teacher also evaluate the courseware program on the basis of specific student needs.

The Courseware Evaluation: Form and Guide used for all of the Network evaluations was developed by the National Center and is available through its cost-recovery system.

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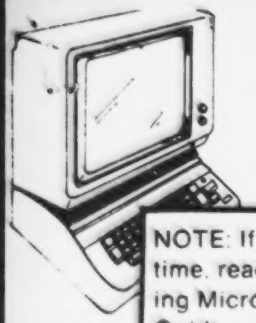

COURSEWARE EVALUATION FORM

NOTE: If you are using this form for the first time, read the instructions in the accompanying Microcomputer Courseware Evaluation Guide.

Evaluator Lian Fleming, David Mill, Mary Beggain, Austin Coso, Fergus Lowe
Position Instructors
Date 3/87

Part A: Courseware Description

In the following sections, record descriptive information about the courseware that you are evaluating

I. IDENTIFICATION

Program Title Marketing: Managing the Marketing Mix. Date 1985

Series Title Plato Marketing

Vocational Area(s) Marketing and Distributive Education

Subject Area(s) The Marketing Mix

Topic(s) Marketing Mix, Product Policy Decisions, Pricing Decisions, Product Distribution, Promotion, Intrograting the Mix Element.

Developing Agency ~~Control Data Limited~~

Street or P.O. Box 179-199 Shaftsberry Avenue

City London WC2H8AR State England, Zip _____ Phone( ) _____

Author(s) Parkinson, Stephen; Parkinson, Lynn

Programmer(s) _____

II. HARDWARE REQUIREMENTS

Microcomputer* IBM PC
(brand/model)

K Memory Required _____
(number)

Medium of Transfer (include number of each):

- __ Tape cassette
- __ ROM cartridge
- X 5¼" Flexible disk
- __ 8" Flexible disk
- __ Other _____ (specify)

Programming Language _____ DOS Specifications _____

Other Specifications _____

Peripherals Needed (check all that apply):

- X Color monitor
- X One disk drive
- __ Two disk drives
- __ Plotter
- __ Game paddle(s)
- __ Joystick(s)
- __ Modem
- __ Mouse
- __ Printer
- __ Graphics tablet
- __ Light pen
- __ Voice/sound instrument
- __ Clock
- __ Video disk
- __ Touch screen
- __ Ten-key number pad
- __ Other _____ (specify)

*NOTE: Provide the above information for any additional hardware on which this program can be used. _____

Part A: Courseware Description

III. PROGRAM FEATURES (check all that apply):

__ Network version provided
__ Multiple copies required
__ Program can be modified
X Program protected
__ Data disk needed
__ Field-test data available

IV. INSTRUCTIONAL SETTING

Program mode (check all that apply):

__ Application
__ Drill and practice
__ Educational gaming
__ Simulation
X Tutorial
__ Other _____ (specify)

Student Target Population (check all that apply):

X Regular
__ Disadvantaged
__ Handicapped
__ Limited English
__ Bilingual
__ Gifted

Grade Level (check all that apply):

__ K-6
__ 7-8
__ 9-10
__ 11-12
X 13-14
X Adult
X Higher Education

Instructional Grouping (check all that apply):

X Individual
__ Small group (up to 4)
__ Large group (4 or more)
__ competitive interaction
__ cooperative interaction

Prerequisite Student Skills (specify) _____

Accompanying Materials (specify types):

Documentation _____

Student support materials Managing The Marketing Mix Learning Guide.

Teacher support materials _____

Correlated materials _____

Estimated Time for Use 7 hours

V. AVAILABILITY

__ Free _____ (copies)
__ Loan _____ (time)
__ Duplication (requestor supplies disk)
X Sale $ _____
__ Rent $ _____ _____ (time)

Copyright Restrictions (explain) Restricted for use on a single disk computer.

Back-up Policy (explain) two Back-up copies, must include Copyright.

Preview Policy (explain) _____

Update Policy (explain) _____

Contact Plato Marketing, Control Data Limited

Street or P.O. Box ~~179-199~~ Shaftesbury Avenue

City London WC2H 8AR, State England Zip _____ Phone (031) ~~240-3400~~

Part B: Courseware Evaluation Criteria

Indicate the applicability of each section to the courseware being evaluated by checking either "__ A" (applicable) or "__ N/A" (not applicable). If a section is not applicable, proceed to the next section. If a section is applicable, check the column that indicates how well the courseware meets each criterion. Include any comments.

	YES	SOME-WHAT	NO	N/A	COMMENTS
I. SUBJECT MATTER _X_ A __ N/A					
1. Subject matter has educational value.	X				
2. Student objectives are stated.	X				
3. Subject matter is accurate.	X				
4. Subject matter is logically presented.	X				
5. Subject matter is free of race, ethnic, sex, and other stereotypes.	X				
6. Subject matter is on the level of the students.	X				as per Target Population
7. Information and skills presented are comparable to those used in the home, business, or industry.	X				
8. Subject matter motivates students to learn.		X			to some extent
9. Subject matter is reviewed and summarized.		X			Not sufficiently could have been
10. Program utilizes the unique capabilities of the microcomputer to present the subject matter.		X			more
II. TECHNICAL PRESENTATION _X_ A __ N/A					
1. Program is free of technical problems.	X				
2. Presentation rate is adequate to maintain interest.	X				
3. Information on the screen is easy to read.	X				
4. Program is free of spelling and grammatical errors.	X				
5. Program instructions are easy to follow.		X			Additional one useful in places
6. Color increases the instructional value of the program.	X				
7. Audio increases the instructional value of the program.				X	
8. Graphics increase the instructional value of the program.		X			Could be more and greater variety

	YES	SOME-WHAT	NO	N/A	COMMENTS
III. STUDENT INTERACTION X A ___ N/A					
1. Students can use the program with minimal assistance.	X				
2. Students are actively involved in the program.		X			Too much text reading in parts
3. Students control the pace of the program.	X				
4. Students can access the program "menu(s)" to change activities.	X				
5. Students are permitted to change answers.	X				
6. Methods of responding correspond to the level of the program.		X			Demand specific answers
7. Students' errors of entry are processed so that the program continues to run.	X				
8. Students can access available "help" and "hint" options at any time.			X		Help on running program
9. Students can enter or exit the program as desired.	X				
10. Students control the sequence of the program.	X				
IV. PROGRAM INTERACTION X A ___ N/A					
1. Feedback is immediate.	X				
2. Cues and prompts are provided to assist students in answering correctly.		X			
3. Feedback reinforces the correct responses.	X				
4. Feedback is nonthreatening.	X				
5. Program helps students understand wrong answers.		X			On parts
6. Program gives the correct answer after a reasonable number of tries.	X				
7. Positive reinforcement is varied.	X				
8. Program has the ability to branch/loop depending upon students' performance.			X		
9. Feedback is on the level of the student.	X				
V. STUDENT EVALUATION X A ___ N/A					
1. Evaluation provides a means for measuring attainment of objectives.	X				
2. Program reports which items were missed and which were correct.	X				

	YES	SOME-WHAT	NO	N/A	COMMENTS
V. STUDENT EVALUATION—*Continued*					
3. Individual student performance results are available to the teacher.			X		
4. Class performance results are available to the teacher.			X		
5. Program provides for printed copies of evaluations.			X		
6. Test item formats are suited to the material being tested.	X				
7. Test items are clearly stated.	X				
8. Test item bank is provided.			X		
VI. DOCUMENTATION _X_ A ___ N/A					
1. Documentation is easy to understand.	X				
2. Documentation is accurate.	X				
3. Student objectives are stated.	X				
4. Underlying concepts are outlined.	X				
5. Skills to be developed are specified.	X				
6. Procedures for integrating the program into the curriculum are provided.	X				
7. Follow-up activities are suggested.		X			Other Software mentioned
8. Documentation explains the intended use of support materials.	X				
9. Sufficient information is provided to operate the program.	X				
VII. WORK BEHAVIORS _X_ A ___ N/A					
1. Program helps students identify their vocational skills.	X				
2. Program promotes pride in work.		X			Where relevant
3. Program promotes productivity.	X				
4. Program encourages good work habits.	X				
5. Problem solving is encouraged.	X				
6. Program promotes good human relations skills.				X	
7. Program provides an opportunity for work satisfaction and self-fulfillment.				X	
8. Program encourages creativity.				X	

	YES	SOME-WHAT	NO	N/A	COMMENTS
VIII. APPLICATION PROGRAMS ___ A _X_ N/A (to be completed for application programs **only**)					
1. Program is adaptable to the needs of the student.					
2. Commands are easily remembered.					
3. Information is easily manipulated.					
4. Corrections are easy to make.					
5. Program includes all necessary variables.					
6. Program performs reliably.					
7. Program efficiently achieves its intended purpose.					
8. Trial data are supplied for learning to run the program.					
9. Program provides for use of printer when hard copy of information is advantageous.					
10. Program moves from operation to operation efficiently.					
11. Program is compatible with other application programs.					
12. Program has a supplementary tutorial program available.					

Part C: Courseware Evaluation Summary

1. SUMMARY COMMENTS

Identify strengths of the courseware.
Good menue structure. Easy to use simulator models,varity in testing.

Identify weaknesses of the courseware.
More use of graphics needed. Needs an overall summary to link units togher.
More hints needed for incorrect answers.

Describe uses of the courseware in an instructional setting.
Suitable for owner- manager and ma-agers as introduction to Marketing Mix.
Suitable as support, not main courseware.

2. SUMMARY OF SECTION

Rate the quality of the courseware for each applicable section of this form by checking the appropriate column; if not applicable, check N/A.

	YES	SOME-WHAT	NO	N/A
I. SUBJECT MATTER: Content has educational value.	X			
II. TECHNICAL PRESENTATION: Program is free of malfunctions.	X			
III. STUDENT INTERACTION: Students are actively involved with the program.	X			
IV. PROGRAM INTERACTION: Feedback is effectively employed.		X		
V. STUDENT EVALUATION: Evaluation adequately measures student progress.		X		
VI. DOCUMENTATION: Documentation is sufficient to run the program.	X			
VII. WORK BEHAVIORS: Program assists students in developing positive work attitudes and skills.	X			
VIII. APPLICATION PROGRAMS: Program performs the task for which it is intended.				X

3. FINAL RECOMMENDATION

Check your recommendation for the courseware and explain your reasons below.

___ Highly recommend
X Recommend
___ Recommend with reservations
___ Do not recommend

For supplementary use.